



WEWS

ORDER

Print Date 10/12/12

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Flight Dates **10/15/12-10/23/12**

Contract / Revision **314528 /**
Original Date / Revision
 10/11/12 10/12/12
Advertiser **Mandel / Republican / US Se**

Agency **Strategic Media Placement**
Buying Contact

**7669 Stagers Loop
 Delaware, OH 43015**

Product
OH US SEN JOSH MANDEL 10.13-1

Agency Com 15%
Billing Contact

**7669 Stagers Loop
 Delaware, OH 43015**

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:30:00

Estimate # **2897**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 25340

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	40	\$21,539.00	\$25,340.00	0.00
Totals	40	\$21,539.00	\$25,340.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	40	\$21,539.00	\$25,340.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/15/12	10/23/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	7	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTWTF--	5		\$650.00		0.00						
Week:		10/22/12	10/28/12	MT-----	2		\$650.00		0.00						
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00



WEWS

Print Date: 10/12/12

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Contract / Revision **314528** Flight Dates **10/15/12-10/23/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/12/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2897**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$650.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 3	WEWS	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$300.00		0.00			
N 4	WEWS	10/15/12	10/23/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					1	\$500.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$500.00		0.00			
N 5	WEWS	10/15/12	10/23/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					3	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00			
N 6	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					3	\$650.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 7	WEWS	10/15/12	10/23/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$200.00		0.00			
N 8	WEWS	10/15/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,000.00		0.00			
N 9	WEWS	10/15/12	10/23/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					3	\$225.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$225.00		0.00			
N 10	WEWS	10/15/12	10/23/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$370.00	P-3	0.00	NM	7	\$2,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$370.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$370.00		0.00			
N 11	WEWS	10/15/12	10/23/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					2	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					1	\$1,200.00		0.00			
Totals														40	\$25,340.00